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WHAT IS CLAIMED IS:

1. A method of facilitating use of a graphical user interface toolbar, comprising:
providing to a user an initial set of toolbar buttons in a toolbar;
receiving a single indication from the user; and
5 providing to the user a subsequent set of toolbar buttons in the toolbar at least in
part in response to the received indication.
2. The method of claim 1, further comprising:
providing to the user additional sets of toolbar buttons in the toolbar at least in
10 part in response to additional received indications.
3. The method of claim 1, wherein each toolbar button within the initial set of
toolbar buttons is related to a common class of functionality.
- 15 4. The method of claim 1, wherein each toolbar button within the subsequent set
of toolbar buttons is related to a common class of functionality.
5. The method of claim 1, wherein the subsequent set of toolbar buttons replaces
the initial set of toolbar buttons within the toolbar.
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6. The method of claim 5, wherein the toolbar includes at least one other toolbar
feature in addition to the initial set of toolbar buttons, and the at least one other feature is
not replaced by the subsequent set of toolbar buttons.
- 25 7. A method of presenting advertising information, comprising:
receiving from a user an initial indication that the user generally agrees to receive
advertising information;
locally determining contextual advertising information;

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providing information to the user to indicate that the contextual advertising information is available;

receiving from the user a subsequent indication that the user specifically agrees to receive the contextual advertising information; and

5 providing the contextual advertising information to the user at least in part in response to the initial and subsequent indications from the user.

8. The method of claim 7, further comprising:

arranging for additional contextual advertising information to be provided in
10 response to additional indications from the user.

9. The method of claim 7, wherein the initial indication includes an acceptance by the user of an end-user license agreement.

15 10. The method of claim 7, wherein the contextual advertising information is determined local to a user device operated by the user.

11. A method for facilitating searching via a graphical user interface, comprising:
determining a query associated with a user;

20 arranging for an initial search result associated with the query to be provided to the user via a first search engine;

receiving a single indication from the user; and
arranging for a subsequent search result associated with the query to be provided to the user via a second search engine at least in part in response to the received indication.

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12. The method of claim 11, further comprising:

arranging for additional search results associated with the query to be provided to the user via additional search engines at least in part in response to additional received indications.

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13. An apparatus, comprising:
a processor; and
a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

5 provide to a user an initial set of toolbar buttons in a toolbar;
 receive a single indication from the user; and
 provide to the user a subsequent set of toolbar buttons in the toolbar at
least in part in response to the received indication.

10 14. The apparatus of claim 13, wherein the instruction are further adapted to be
executed by the processor to:

 provide to the user additional sets of toolbar buttons in the toolbar at least in part
in response to additional received indications.

15 15. The apparatus of claim 13, wherein each toolbar button within the initial set
of toolbar buttons is related to a common class of functionality.

 16. The apparatus of claim 13, wherein each toolbar button within the subsequent
set of toolbar buttons is related to a common class of functionality.

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 17. The apparatus of claim 13, wherein the subsequent set of toolbar buttons
replaces the initial set of toolbar buttons within the toolbar.

 18. The apparatus of claim 17, wherein the toolbar includes at least one other
25 toolbar feature in addition to the initial set of toolbar buttons, and the at least one other
feature is not replaced by the subsequent set of toolbar buttons.

 19. An apparatus, comprising:
a processor; and

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a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

receive from a user an initial indication that the user generally agrees to receive advertising information;

5 locally determine contextual advertising information;

provide information to the user to indicate that the contextual advertising information is available;

receive from the user a subsequent indication that the user specifically agrees to receive the contextual advertising information; and

10 provide the contextual advertising information to the user at least in part in response to the initial and subsequent indications from the user.

20. An apparatus, comprising:

a processor; and

15 a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

determine a query associated with a user;

arrange for an initial search result associated with the query to be provided to the user via a first search engine;

20 receive a single indication from the user; and

arranging for a subsequent search result associated with the query to be provided to the user via a second search engine at least in part in response to the received indication.